

EXHIBIT I



Key Kiarie <kkarie@gmail.com>

COO Terms

7 messages

Peter Allegretti <peter@dumbstruck.me>

Tue, Jun 23, 2015 at 12:27 PM

To: Key Kiarie <kkarie@gmail.com>

Key, just a heads up that Mike and I spent some time yesterday going through the terms you proposed and came out very much on the same page. I also spoke with David, the third board member, and came out very nearly on the same page with him as well...so that's good!

The one holdout I still need to speak to is Mike Dura, our investor / advisor from the private equity world. He's one of my closest advisors. We should speak later today or tomorrow morning.

Then I hope to move this along quickly. My goal is for you and I to be able to have a good in-depth chat about it all this week to complete or at least start the process of really hashing out the details.

Hope that timeline works for you!

-Peter

Peter Allegretti
Co-founder & CEO
Dumbstruck | dumbstruck.me
mobile: 518-461-9619

Key Kiarie <kkarie@gmail.com>

Tue, Jun 23, 2015 at 4:39 PM

To: Peter Allegretti <peter@dumbstruck.me>

Great news and I am happy to hear that you have involved David and Mike. There opinions and thoughts are critical.

Looking forward. . . .

KEY

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Peter Allegretti <peter@dumbstruck.me>

Wed, Jun 24, 2015 at 6:08 PM

To: Key Kiarie <kkarie@gmail.com>

Still waiting to speak to Mike. We were unable to chat today. I was hoping to get this squared away this week. Hopefully I can chat with him tonight or in the morning tomorrow so we can get this all figured out and start moving forward at full speed!

Peter Allegretti
Co-founder & CEO
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Key Kiarie <kkarie@gmail.com>

Wed, Jun 24, 2015 at 8:12 PM

To: Peter Allegretti <peter@dumbstruck.me>

No problem and sounds good.

I am finalizing work on the comp analysis tonight and will format in the morning / early afternoon. Delivery around 2:00PM tomorrow work for you?

KEY

[Quoted text hidden]

Peter Allegretti <peter@dumbstruck.me>
To: Key Kiarie <kkarie@gmail.com>

Wed, Jun 24, 2015 at 8:47 PM

That's great. I figure we'll have each person give a brief overview of their segment for up to 5 minutes tomorrow before opening up a discussion on the segment to the group. The goal being to foster dialogue and drill down a bit, get additional views, etc. Hopefully by the end of the meeting we'll have a good overview of the broad competitive landscape and then can move to hone segment definition, start to make more educated decisions around pricing, build a list of the competitors we should be watching closely, and maybe pick up a few ideas/product offerings that we can add to our platform.

Any thoughts on that plan? Recommendations?

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Co-founder & CEO
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Key Kiarie <kkarie@gmail.com>
To: Peter Allegretti <peter@dumbstruck.me>

Wed, Jun 24, 2015 at 9:45 PM

I believe this works well. You should let everyone know that they have ~5-minutes to walk through their discoveries. Entertaining questions between segments and limiting the discussion could be a challenge, but it does foster conversation. I would circulate the materials so all participants can follow along.

Otherwise, good to go. . . .

KEY

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Peter Allegretti <peter@dumbstruck.me>
To: Key Kiarie <kkiarie@gmail.com>

Thu, Jun 25, 2015 at 4:54 PM

Great thanks

Peter Allegretti
Co-founder & CEO
Dumbstruck | dumbstruck.me
mobile: 518-461-9619

On Wed, Jun 24, 2015 at 9:45 PM, Key Kiarie <kkiarie@gmail.com> wrote:

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